

It is my great honor and privilege to become the President of the FWA – and Katrin, you have certainly left me large shoes to fill! Katrin has been a human dynamo – she has demonstrated endless energy, passion, tenacity and wisdom as she led the FWA for two years. We have seen a sampling of her successes today, and Katrin, I want to thank you for your commitment and leadership.

For most of my career, I have focused on Financial Services. I began my career in Human Resources, and then moved to Executive Search with Chadick Ellig, a woman-owned executive search firm. As a Managing Director, I focused on the Financial Services industry, and am particularly proud of the work we did to bring women to the C-Suite and the Boardroom. After 23 years with Chadick Ellig, I retired a few months ago, to devote myself full time to the FWA!

I have been with the FWA for about 15 years and during that time, I have had the pleasure of working with many of you, our Members. Some of my roles have included co-chairing several committees, such as Career Connections, Distinguished Speakers, Executive Leaders, and President's Circle. Together, we created and I have attended more FWA events than I can count, and through this organization, I have built numerous professional connections and personal friendships, as I trust you are doing as well.

I love the FWA. It has enriched my life and I am passionate about its mission of advancing women.

As President, I will be serving and leading a very special organization with an impressive 60-year history – and I will do my best to make it even better and position it for success for the next 60 years and beyond!

Over the past several months, as I prepared for this evening and the coming year, I have spoken with many of you to learn what you value most about the FWA and where we may have opportunity to build for the future.

After considering your feedback and reflecting on many of our shared experiences, I have formulated the vision and focus of my presidency, which I would like to outline for you now.

When I think of what the FWA is, what it stands for, and what it can be, I envision an organization that is:

- A leader in its commitment and contribution to the advancement of women,
 - A leader in providing scholarships and financial literacy programs to help educate the generation of tomorrow, and
 - A beacon for mentoring and professional development.
- The FWA is an invaluable platform for entrepreneurs and women in corporate America to have a front row seat to industry icons and thought leaders, and to gain the tools, training, and support needed for career advancement.

As President, I will seek to build on this rich legacy and further this important mission – and I will focus on creating new and exciting ways to bring these important initiatives to our members.

To summarize the goal of my presidency in one word, it would be “ENGAGEMENT!” I want to optimize our engagement with our President Circle corporate sponsors and with you, our FWA members. My goal is to make the FWA an even more relevant and important part of your personal and professional life.

I hope to accomplish this in several ways.

First, I plan to provide ENHANCED MEMBER BENEFITS – we will create and launch several new pilot programs, for FWA Members only.

- We are going to launch a series of **PROFESSIONAL DEVELOPMENT COACHING WORKSHOPS**. These sessions will be held on a regular basis and facilitated by a respected career coach who will lead an informative and interactive dialogue.

These Coaching Workshops will be presented by the FWA BOLD Committee (Build Opportunities to Leverage and Develop your Career!) – a long name but very suitable! - and the sessions will be designed to help our members advance their careers. They will cover a wide variety of useful topics, which may include: creating your career brand, claiming your authentic voice, reinventing yourself and expanding your career options, and/or how to be a powerful leader at every level in your career.

- And, based on the success of the Pacesetter program that we provide to our President Circle firms, we will extend much of the same content of the Pacesetter program to the FWA membership. For the first time, the PACESETTER Committee will work closely with our EMERGING LEADERS Committee to bring you, our members, many of the same Professional Development events that we bring to our President’s Circle companies.
- We are also going to create a **MEMBER-TO-MEMBER MENTORING PROGRAM**, so our more seasoned FWA members can give back in a productive way and be rewarded by sharing their experiences, expertise, and insights with other members. It is a chance for our members to benefit from the guidance, support and encouragement of a trusted mentor, and for our members to share their wisdom with each other.

To quote the late American politician John Crawford Crosby, *“Mentoring is a brain to pick, an ear to listen and a push in the right direction.”* So, who wouldn’t benefit from that?

To get this program started, we will hold an orientation meeting to discuss the parameters of the program – so everyone is on the same page in terms of what a mentor is and is not, and what the requirements and expectations are to apply to be a mentor or a mentee.

- I think it is important that the FWA present events that are both educational and enjoyable. Therefore, we are creating a new committee called **PERSPECTIVES**, which will be a bit of a “catch all” with two purposes. First, it will host events on topics that are not being covered by our other committees, and second, it will be a “reincarnation” of the old Lifestyles Committee, for those of you who remember it.

Content events are important so we can learn about trends and hear from thought leaders and industry icons, but I also want to bring back events that are simply designed for us to network and have fun. This could include a walking tour of NYC, a ballet, a cooking class, or anything else that may be a great way for us to spend time together and get to know each other!

- **And, finally, as an additional benefit, we will provide more FREE EVENTS for our Members** as a way of increasing the value of your membership and thanking you for your loyalty to the FWA.

I believe in transparency and openness, and a second key part of our engagement strategy is for us to communicate, communicate, communicate!

- We plan to communicate with you, our members, on a regular basis so you understand what the FWA is doing – and planning to do. We will celebrate our successes, share information about our programs and the progress we are making, highlight our members, and keep in touch with you – not only through our website but also through regular president’s letters and emails, when appropriate, to connect with you directly.
- We also want to deepen our engagement with “the outside world” and spread the word about the FWA to individuals, companies and organizations that may not know us yet. We will create and launch a well-organized plan for regular and integrated marketing communications, PR and social media campaigns, that will be designed to raise the profile of the FWA in the industry, increase membership, and position us as a real “voice” for the advancement of women. This can only succeed with your help and involvement, and we will ask you to follow us, like us, post about our events and join the conversation!

As part of our effort to engage with the outside world, every year, the FWA hosts an **INTERNATIONAL CONFERENCE**, which takes us to a different part of the globe. Many of you have been asking where the FWA will be going this year – and I am happy to let the secret out of the bag. In April 2018, we will be going to JAPAN.

It is a great time for us to visit Japan - to learn about their business environment, the changing role of women, their politics, and explore their fascinating and colorful culture. I hope you will join us.

As I look to build on the great history of the FWA and try to take it to new heights, the leadership team cannot do it alone. I am grateful to be working with a terrific team as we strive to optimize engagement across our membership and our community.

I would like to recognize and thank several of them now:

- First, our Immediate Past President, whose support and guidance has been invaluable to me – Katrin Dambrot
- Second, our President Elect & Chair of the Leadership Council – Karen Elinski, and
- Finally, our exceptional Executive Director, Ria Davis, and the FWA office team - Lisa N. Buddenhagen, Robert Brown and Amanda Grace.

I also want to thank our Officers, Board Directors and Leaders, our Pillar Vice Presidents and all our Committee Co-chairs and Committee Members. We couldn't do it without you! There are too many to name individually, but if you are serving in one of these capacities, please stand so we can applaud the great work you do!

This is a very impressive group of individuals, and I want to invite everyone here to join this extraordinary team.

Attending our events and participating in our programs is terrific – but the best way for you to really engage with the FWA is to get involved and VOLUNTEER! Volunteering is a great way to get to you know your fellow FWA members - build relationships as you work together towards a common goal. It is an opportunity for you to make a real impact on the FWA.

Volunteering is an opportunity to grow and learn, develop your leadership ability, give back, and support the FWA and its great programs. There are opportunities available for you to join a committee, or to take on a leadership role – as a committee co-chair or program lead. Help us create events or be part of planning our Annual Summit, Holiday Benefit, or our International Trip to Japan!

Please review the list of committees on the FWA website - find the committee or program that focuses on the area that you are most passionate about, and reach out to me; Ria Davis; Karen Elinski or contact the committee co-chairs directly. We want to hear from you – and ask you to join us in whatever capacity you can.

For those of you who want to get involved but are not sure how much time you can devote, we are starting a FLOATING VOLUNTEER PROGRAM - so that you can get involved for a limited amount of time. You can join a committee to help put on just one event, or maybe you have some spare time over the summer, or you can join a committee on a temporary basis to test out which committee is the best fit for you!

I hope that you have been inspired by some of the ideas you have heard tonight, and that you will continue to be involved and get even more involved in making this a great year ahead for the FWA.

In closing, I want to thank you again, from the bottom of my heart, for the privilege of serving as your president and for the opportunity to work with you as we strive to move the FWA forward together!

Stacy Musi

June 20, 2017